Strategies for Communicating Climate Wins

Advancing Toward 100% Clean Energy: A State-Federal Summit
Communicating the Decarbonization Story
1. Support and commission participatory research and narrative development.

2. Recruit and build alignment among partner and anchor organizations at the national, state, and local level.

3. Implement new narratives and messaging across channels, issues, and states.
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**RAPID RESPONSE MEMO**

**Telling the Real Story on SB 147**

**Introduction**

Opponents of our freedoms have pushed forward with another attack on our freedom to build a better life and community in this country. This brave, certain public in the state of Illinois has been denied their opportunity to build a better life and community in this country. They are determined to stand up to this attack and to defend our freedom to build a better life and community.

Whether the attack comes from the state or from the federal government, our freedoms are under threat. Our freedoms are under threat because of the outcome of a federal court decision that declared our freedom to build a better life and community to be unconstitutional. This decision has been overturned by the Illinois Supreme Court, but the decision is still a threat to our freedom to build a better life and community.

**RESEARCH SUMMARY**

**RCN Research with AAII Communities (2018-2022)**

**Last updated February 8, 2023**

The Asian American Pacific Islander (AAPI) population is incredibly diverse, complex, and powerful. AAPI communities have played an integral role in American history since its earliest days, and they are among some of the most politically and economically underserved populations in the country.

In recent years, AAPIs have grown increasingly influential in U.S. elections. In the 2020 presidential election, AAPIs were vital in driving victory for Joe Biden in the Senate and the House of Representatives. The number of AAPI voters has continued to grow in recent years, and AAPIs were a driving force in the 2020 elections.

Despite the challenges posed by the COVID-19 pandemic, AAPI communities in the U.S. have continued to play a vital role in shaping our democracy. Their voices have been heard, and they have been influential in shaping policy and decision-making at the local, state, and national levels.

**Walk the Talk Legislators are People**

*Always Remember: Legislators are people. Be respectful, but don’t give up on them.*

**The 3 Bees**

**Bunny**

Be respectful, but tell people you need to report it. (Bunny, Be respectful, but tell people you need to report it.)

**Be Creative**

*Remember, you need to have the 3 Bees — Be respectful, be creative, and tell people you need to report it.*

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What Should Our Communications Strategy Include?

- Celebration
- Pressure
- Lift the community
- Through it all
  - Be race forward
  - Lift how those who are most impacted benefit
Celebration

- Share stories of what is being done and what will come
- Show people’s excitement
- Tie it to people’s everyday lives not just birds and wonky slogans
57,000 views 2,000 likes within a couple of days
Pressure
Lift The Community

- Center the *people* in your area, not elected leaders
- Ensure the community knows they made this happen
- Implement with a focus on those most impacted
Be Race Forward
CORE ELEMENTS
OF THE OPPOSITION’S NARRATIVE

RACIAL FEARS

ECONOMIC RESENTMENT

DISGUST WITH GOVERNMENT

© We Make the Future 2022
Lift those who are most impacted

Show this as a positive for a diversity of communities
Questions?

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We Make The Future

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